

Exhibit 3

1
2 UNITED STATES DISTRICT COURT
3 DISTRICT OF NEW JERSEY

4 Civil Action No. 3:12-cv-04947-MAS-LHG

5 -----x
6 NATIONAL COLLEGIATE ATHLETIC ASSOCIATION,
7 an unincorporated association; NATIONAL
8 BASKETBALL ASSOCIATION, a joint venture;
9 NATIONAL FOOTBALL LEAGUE, an unincorporated
10 association; NATIONAL HOCKEY LEAGUE, an
11 unincorporated association; and OFFICE OF
12 THE COMMISSIONER OF BASEBALL, an
13 unincorporated association, doing business
14 as MAJOR LEAGUE BASEBALL,

15 Plaintiffs,

16 -against-

17 CHRISTOPHER J. CHRISTIE, Governor of the
18 State of New Jersey; DAVID L. REBUCK,
19 Director of the New Jersey Division of
20 Gaming Enforcement and Assistant Attorney
21 General of the State of New Jersey; and
22 FRANK ZANZUCCKI, Executive Director of
23 the New Jersey Racing Commission,

24 Defendants.

25 -----x

200 Park Avenue
New York, New York

November 12, 2012
12:12 p.m.

DEPOSITION OF

ROGER S. GOODELL

1 - R. GOODELL -

2 A. Of the NFL, no.

3 Q. How about education, Commissioner?
4 Do you have any responsibilities concerning
5 the education of players and staff and
6 referees on the antigambling policies of the
7 NFL?

8 A. Yes. Our staff goes and meets with
9 each of those individuals or groups on an
10 annual basis to make sure they understand the
11 policy and make sure that they understand the
12 policy and that they abide by it.

13 Q. Is that the same staff as the
14 security staff?

15 A. Primarily.

16 Q. And, Commissioner, are you
17 responsible ultimately for any sanctions that
18 are levied against someone for a violation of
19 the NFL's antigambling policies?

20 A. I would be, yes.

21 Q. What duties, if any, do you have,
22 Commissioner, concerning the policies of the
23 NFL for advertising relationships with
24 casinos?

25 A. I'm sorry, I'm not sure I

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2 prevent game-fixing?

3 A. I believe they're similar to what I
4 described in London.

5 Q. Okay. And is your answer the same
6 in terms of whether there is anything harmful
7 to the NFL's reputation that results from
8 playing a game in a country that permits
9 sports wagering?

10 A. Again, we have to play by the rules
11 that are established and the laws.

12 Q. My question, Commissioner, is: In
13 your view, does that cause any harm to the
14 reputation of the NFL to have a game played in
15 a country that permits sports wagering?

16 A. Our reputation where?

17 Q. Reputation in the United States.

18 A. I don't think the people in the
19 United States are aware of those laws.

20 Q. Okay. How about reputation in
21 Canada?

22 A. I'm not sure. A lot of our fans in
23 the United States are aware of the laws in
24 Canada.

25 Q. How about Canadians, though?

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2 A. What about Canadians?

3 Q. Do you think it's harmful to the
4 NFL's reputation that it plays a game in a
5 venue that permits sports wagering?

6 A. Well, again, it's their country. I
7 think they're used to those laws and they
8 understand what the laws are.

9 Q. Okay. Commissioner, I'd like then
10 to show you what's been previously marked as
11 NFL 35. This is a new one, I'm sorry.

12 (Exhibit 35: Declaration of Roger
13 Goodell, was marked for identification.)
14 BY MR. WEGNER (continuing):

15 Q. Commissioner, have you had a chance
16 to look at the document which we have marked
17 as NFL 35?

18 A. Sitting here?

19 Q. Yes, sir.

20 A. Yes, I see that.

21 Q. Okay. When was the last time you
22 saw that document?

23 A. I looked at at least the top few
24 pages last week.

25 Q. Did you draft that document

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2 A. I don't know the specifics behind
3 it.

4 Q. All right. So the three that we've
5 identified, Commissioner, they either didn't
6 or you don't know if they involved
7 game-fixing. Have there been any incidences
8 that you're aware of where the NFL's games
9 were violated by game-fixing resulting from
10 gambling?

11 A. Those three incidents were
12 involving violations of our policy in
13 association with gambling. And the reason we
14 have those is to make sure that game-fixing
15 doesn't occur. They're preventative, they're
16 to avoid this. That's a serious threat to our
17 game and to the integrity of our game.

18 Q. What I'm trying to establish,
19 Commissioner, is I think--and I'll ask you if
20 this is true--that the NFL has not had a
21 recorded incident of game-fixing as a result
22 of gambling. Is that true?

23 A. I don't know.

24 Q. Can you think of any incidents, as
25 the Commissioner of the NFL, where there has

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2 been game-fixing involved in an NFL game?

3 MR. MISHKIN: It's been asked and
4 answered. You can answer it again.

5 A. I can't think of a specific
6 incident off the top of my head.

7 Q. Is it fair to say that would be
8 sufficiently significant that you would
9 remember it if one had occurred?

10 MR. MISHKIN: I object to the form
11 of the question.

12 A. Again, I've been involved with the
13 NFL for 30 years, 30-plus years. There's a
14 history that the NFL goes over 90 years now,
15 so there's a long history of the NFL prior to
16 my involvement. I don't -- I can't speak to
17 all those issues.

18 Q. But as you sit here today, you
19 can't recall any incident where there was
20 game-fixing in an NFL game?

21 MR. MISHKIN: Asked and answered.

22 A. I've given you my best answer. I'm
23 sorry if that's not good enough.

24 Q. No, it's not that it's not good
25 enough, Commissioner. But the answer, I take

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2 it then, is you can't recall any?

3 A. That's correct.

4 Q. Okay. Would you attribute the
5 apparent lack of any game-fixing in the NFL
6 because you can't remember any instances of it
7 to the NFL's antigambling policies?

8 A. I think that's clearly a very
9 strong factor, yes.

10 Q. Any other factors?

11 A. I think that's the most important.

12 Q. Okay. Commissioner, looking at the
13 same exhibit which is NFL 35, could you please
14 look at paragraph 4 also on page 2. And feel
15 free to read the whole paragraph, but I'm
16 going to draw your attention to the end of
17 that paragraph.

18 A. Okay.

19 Q. Okay. And specifically,
20 Commissioner, look at the part of the
21 paragraph where it states that:

22 "The NFL owners and players have
23 worked diligently since the League's
24 inception nearly 90 years ago to protect
25 the NFL's integrity and maintain the

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2 Q. Okay. Commissioner, the NFL's
3 antigambling policies apply to both legal and
4 illegal gambling, correct?

5 A. Yes. I mean, the policies are
6 clear. You have a copy of the policies.

7 Q. Right. Commissioner, are you aware
8 of the estimates that are in the public domain
9 that illegal sports gambling in the United
10 States is between an 80 and \$380 billion-a-
11 year market?

12 A. I've read numbers before. I can't
13 recall the specific numbers, but I know
14 they're big numbers.

15 Q. They were in the range of perhaps
16 80 to \$380 billion a year?

17 A. Is that a question?

18 Q. Yes, sir.

19 A. I don't recall the specific number,
20 as I said before.

21 Q. But they're very large numbers?

22 A. Yes. As I said, yes.

23 Q. Would you agree that they're
24 billions of dollars?

25 MR. MISHKIN: He doesn't recall.

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2 Well --

3 A. I think it's fair to say it's a
4 billion dollars plus.

5 Q. And, Commissioner, are you aware
6 that over the last 20 years at least, the
7 amount of both legal and illegal sports
8 gambling in the United States has increased?

9 MR. MISHKIN: I'm going to object
10 to the question as lacking in foundation.
11 You can answer.

12 A. What's increased? The amount of
13 dollars? The number of players?

14 Q. The amount of dollars that
15 individuals in the country bet on sports
16 events.

17 A. I'm not familiar with that but it
18 wouldn't surprise me.

19 Q. Okay. If it doesn't surprise you,
20 Commissioner, is it true that the NFL has been
21 able to protect the integrity of its games
22 notwithstanding the increase in both legal and
23 illegal sports wagering?

24 A. Again, because we have very strict
25 rules to protect the integrity of the game and

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2 we enforce it very strictly and we work to
3 make sure that the right public policy is in
4 place also.

5 Q. But today anyway the NFL has been
6 successful in using its policies to prevent
7 incidences that would harm the integrity of
8 the NFL, correct?

9 MR. MISHKIN: Objection. I think
10 that leaves out part of his answer, so I
11 object to the form of the question.

12 MR. WEGNER: Actually, I'm not
13 incorporating his answer. I'll ask the
14 question. It's a standalone question.

15 BY MR. WEGNER (continuing):

16 Q. So, Commissioner, in the face of an
17 increasing volume of sports wagering in this
18 country, both legal and illegal, the NFL has
19 been successful in protecting the integrity of
20 the NFL by the implementation of its policies
21 and also its policies against gambling,
22 correct?

23 MR. MISHKIN: Well, it's a lack of
24 foundation. I'm obviously I'm not going
25 to engage in a substantive debate on the

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2 basis of the question but I think, as you
3 asked it, it lacks a foundation. That's
4 my objection.

5 If you'd like the question read
6 back, you can answer it.

7 MR. WEGNER: Would you like it read
8 back?

9 (Requested portion read.)

10 A. It's a constant battle to make sure
11 that we keep our game safe from any kind of
12 outside influences, whether that's gambling,
13 whether that's drugs. We continually modify
14 our policies. We continue to put focus on
15 this because once there is an incident, that's
16 irreparable harm and we want to prevent that
17 from happening.

18 So we make sure that we do
19 everything possible to make sure people
20 understand that this is a violation of a
21 policy that we take very seriously and it
22 should not be violated.

23 Q. But to date, Commissioner,
24 concerning gambling, the NFL has been
25 successful in preventing any incidences

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2 involving gambling that would harm the
3 integrity of the NFL, correct?

4 A. To date, yes.

5 Q. Okay. Commissioner, will the NFL
6 continue to implement the same measures that
7 it has in the past concerning sports gambling
8 if it is made lawful in New Jersey?

9 A. That's a hypothetical question.
10 It's against the law, isn't it?

11 Q. I said if it's made lawful in New
12 Jersey.

13 A. That's a hypothetical question. We
14 support the law, we think it's the correct
15 law, and we don't believe it should be lawful
16 and it's not.

17 Q. Commissioner, let me ask it this
18 way, then: If it ultimately is lawful to have
19 sports gambling in New Jersey, does the NFL
20 plan to implement any additional or new
21 procedures to protect the integrity of the
22 NFL?

23 A. Well, we'd have to take that into
24 consideration if it occurs. We don't believe
25 it's going to occur and we don't think it

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2 should occur.

3 Q. As you sit here today, are you
4 having any contingency plans put in place at
5 the NFL in the event it is lawful?

6 A. No, we don't, because we don't
7 believe it will be lawful. It's not now and
8 it won't be in the future.

9 Q. Commissioner, if we could now look
10 at the second part of your statement in the
11 last paragraph of paragraph 4. You mentioned
12 public confidence. Will you take a look at
13 that paragraph, please.

14 MR. MISHKIN: The last sentence of
15 paragraph 4?

16 MR. WEGNER: Yes.

17 A. This is the same sentence you were
18 pointing to before; is it not?

19 MR. MISHKIN: Yes, it is.

20 Q. Commissioner, has the NFL performed
21 any analysis or studies or focus groups
22 regarding the public's confidence in the
23 League?

24 A. When you say "public confidence,"
25 what do you mean by that?

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2 Q. Has the NFL performed any studies
3 or analysis or focus groups to determine what
4 the public's perception of gambling and the
5 NFL is?

6 A. I don't believe so.

7 Q. Commissioner, again, looking at the
8 same exhibit, NFL 35, in the first sentence
9 here in paragraph 5, you say:

10 "The spread of sports betting
11 including the introduction of sports
12 betting as proposed by the State of New
13 Jersey, threatens to damage irreparably
14 the integrity of and the public
15 confidence in NFL football."

16 Do you see that?

17 A. I do.

18 Q. On what do you base the statement
19 that the legalization of gambling in New
20 Jersey will threaten to damage irreparably the
21 integrity of the public confidence in NFL
22 football?

23 A. It's a very strongly held view in
24 the NFL, it has been for decades, that the
25 threat that gambling could occur in the NFL or

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2 fixing of games or that any outcome could be
3 influenced by the outside could be very
4 damaging to the NFL and very difficult to ever
5 recover from. That's why we take the
6 positions that we do with our policies and
7 education and make sure that people understand
8 that we'll enforce it vigorously.

9 Q. Commissioner, other than the
10 concern about the threat, does the NFL have
11 any evidence that the legalization of sports
12 wagering in New Jersey will harm the integrity
13 of the NFL?

14 A. Evidence in what sense?

15 Q. Well, you mentioned it's a threat.
16 Is it fair to say that the threat of harm to
17 the integrity of the NFL is a concern?

18 THE WITNESS: I'm sorry, could you
19 read that back.

20 (Requested portion read.)

21 A. Of course, yes.

22 Q. Okay. Other than the concern about
23 the threat, does the NFL have any evidence to
24 support the assertion that legalizing gambling
25 in New Jersey will harm the integrity of the

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2 NFL?

3 MR. MISHKIN: The question is any
4 other evidence? You know, we have
5 testimony.

6 A. We have a very strongly held view,
7 as I said, and other sports have adopted it
8 also. It's not unique to the NFL. I'm not
9 aware of a major professional sports league
10 that hasn't taken the threat of gambling very
11 seriously and all believe that it's
12 fundamental to what we do, and that a
13 violation of that is very damaging to the game
14 and may be irreparable for a very long period
15 of time. If people lose public confidence in
16 our game, that is incredibly damaging and may
17 be irreparable.

18 Q. So, Commissioner, other than the
19 NFL's concern about the threat that sports
20 wagering may have to the integrity of the NFL,
21 do you have any other evidence to support that
22 contention?

23 MR. MISHKIN: Object to the form of
24 the question.

25 A. I think I've answered it. I'm not

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2 Q. So, Commissioner, other than your,
3 meaning the NFL's, belief and the belief of
4 other leagues that you've articulated here, do
5 you have any other evidence to support the
6 assertion that the legalization of sports
7 wagering in New Jersey will harm the integrity
8 of the NFL?

9 MR. MISHKIN: Object to the form of
10 the question and it's been asked and
11 answered.

12 A. As I've repeated to you, we will do
13 everything we can to protect the integrity of
14 the NFL and we monitor that closely, however
15 we can. We do research, we do other facts
16 about the integrity of our game and that's
17 important to us.

18 And so we will continue to do
19 whatever we can to uphold that and make sure
20 people have confidence in our game but more
21 importantly believe that the NFL's doing the
22 right things.

23 Q. Commissioner, I'm trying to tie the
24 concern that you've articulated about the
25 threat of the integrity to the NFL to the New

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2 Jersey gaming statute that's the issue in this
3 case. Other than what you've articulated
4 today which is your concern and the concerns
5 of other leagues about the threat gambling
6 presents to the integrity of the sport, do you
7 have any other evidence to support the
8 assertion that legalizing gambling in New
9 Jersey will harm the integrity of the NFL?

10 MR. MISHKIN: Asked and answered.

11 A. We believe that that is -- we
12 believe that over the years, that this is very
13 clearly a threat to our game and to every
14 other professional sports league that
15 considers themselves credible and that that's
16 why we all have a very strong view towards
17 this position.

18 Q. Just to move on, Commissioner, but
19 the NFL, I believe it's your testimony, has
20 not conducted any focus groups, independent
21 analysis, empirical studies to confirm the
22 NFL's concern that the legalization of sports
23 wagering in New Jersey will harm the integrity
24 of the NFL. Is that correct?

25 MR. MISHKIN: Object to the form of

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2 the question. You can answer it.

3 A. I am not aware of any specific
4 research of New Jersey law.

5 Q. Okay. Now, to save some time,
6 Commissioner, if you look at the next sentence
7 in your declaration that states:

8 "An increase in State-promoted
9 sports betting would wrongly and unfairly
10 engender suspicion and cynicism toward
11 every on-the-field NFL event that affects
12 the betting line. If gambling is freely
13 permitted on sporting events, normal
14 incidents of the game such as bad snaps,
15 drop passes, turnovers, penalties and
16 play-calling inevitably will fuel
17 speculation, distrust and accusations of
18 point-shaving or game-fixing."

19 Other than what you've testified to
20 so far, do you have any other evidence to
21 support that statement?

22 A. I think it's very clear and
23 commonsense that if you interject gambling in
24 a way that would start to question the
25 athletes' ability on the field when they

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2 perform and something happens on the field,
3 that's now causing people to question the
4 motives. That's not -- our athletes are out
5 playing the best they can. We do not want any
6 outside influence into that. We do not want
7 anyone to perceive there's an outside
8 influence to that. That's why we're opposed
9 to gambling.

10 Q. Commissioner, do you have any
11 evidence other than what you've testified to
12 so far today to support this statement?

13 MR. MISHKIN: It's been asked and
14 answered. Commissioner, if there's
15 anything further you can add to that.

16 A. I don't have anything further.

17 Q. Okay. Commissioner, this concern
18 that individuals speculate about normal
19 incidents of the game like play-calling and
20 that they're concerned that there's
21 point-shaving or game-fixing involved, that
22 exists today, doesn't it?

23 A. What do you mean by play calling?
24 I'm sorry. People call plays every -- that's
25 what the game of football is.

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Q. Well, in your view, Commissioner, today is there a concern among the public that certain plays may be called a certain way because there's game-fixing or point-shaving going on?

A. No. I believe that our fans--and this goes to the public confidence--believe that they are calling plays, to use your term, in the best interests of winning that game.

Q. Let me just talk about an example or two, Commissioner, and get your view on them. You're familiar that on October 18th, 2012, the game between the San Francisco 49ers and the Seattle Seahawks -- do you recall that game?

A. Not off the top of my head, no.

Q. You've only got 36 teams to keep track of.

A. Thirty-two.

Q. Thirty-two, okay.

Well, in that game--maybe this will refresh your recollection--the 49ers declined a penalty that would have given them a nine point, two possession lead with 43 seconds to

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2 motivated by game-fixing?

3 MR. MISHKIN: Would you read that
4 back again?

5 Q. Are you aware of any accusations by
6 the public that the outcome of that game was
7 motivated by game-fixing? Not that they're
8 correct, Commissioner, but just that there
9 were accusations.

10 A. "The public" is a broad term. If
11 you're asking me did somebody out there think
12 that that -- they could have made that
13 accusation, they could have made that
14 accusation.

15 Q. Commissioner, in your view has
16 legal sports gambling in Las Vegas fueled
17 speculation, distrust and accusations of
18 point-shaving or game-fixing based upon normal
19 incidents of the game such as bad snaps,
20 dropped passes, turnovers and call playing?

21 A. I think you just referenced that
22 before, is that people out there will make
23 those accusations because of that influence.
24 One of the reasons that we believe that we are
25 beyond that is because we -- we enforce our

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2 policies very strictly to make sure that
3 people understand that is not permitted in the
4 NFL.

5 So we take that -- that's why we
6 keep a distance from gambling and we oppose
7 gambling and we think it's wrong for the game,
8 because that is a threat that we want to make
9 sure does not influence the outcome of our
10 games.

11 Q. In your view, then, does the
12 legalization of sports gambling in Las Vegas
13 undermine the public's confidence in the
14 character of the games, the NFL games?

15 A. We would certainly take the
16 position that we would rather not have it
17 happen, yes.

18 Q. Because in your view, legalized
19 sports gambling in Las Vegas undermines the
20 public's confidence in the character of the
21 games?

22 A. It creates more gambling, it
23 creates more gamblers, and it creates the more
24 likelihood that people are going to perceive
25 it as being an influence.

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2 Q. Has the NFL considered having a
3 franchise in Las Vegas?

4 A. Not when I'm been Commissioner.

5 Q. Are you aware if they ever have?

6 A. I'm not aware of it, no.

7 Q. Commissioner, has legal sports
8 gambling in Canada, in your view, fueled
9 speculation and distrust in the integrity of
10 the NFL games?

11 A. We only play one game there.

12 Q. I mean, does the existence of
13 gambling in Canada, in your view, harm the
14 integrity of the NFL?

15 MR. MISHKIN: Well, if the witness
16 has a view. Read the question back,
17 please.

18 (Requested portion read.)

19 A. I haven't looked at it from the
20 Canadian perspective. I look at it from the
21 NFL's perspective. And I think people
22 understand that we have very strong policies
23 and that we protect outside influences from
24 our game.

25 Q. Let me ask you this, then,

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2 integrity of the game.

3 Q. In the last 20 years, has
4 spectatorship at NFL games increased?

5 A. At NFL games?

6 Q. Yes.

7 A. I don't know what our total
8 attendance is versus 20 years ago. Stadium
9 size evolves and changes.

10 Q. Let's just make it ten,
11 Commissioner. Has spectatorship in NFL games
12 increased in the last ten years?

13 A. It's roughly the same based on
14 stadium sizes.

15 Q. In your view, Commissioner, in the
16 last let's stick with ten years, in your view
17 does the public have confidence in the
18 integrity of the NFL football games?

19 A. Because we've -- yes, I believe
20 they do because we have worked hard to earn
21 that.

22 Q. Let's look at the last sentence in
23 paragraph 5 on page 3 of your declaration
24 which is NFL 35. In that paragraph you -- the
25 declaration states that you were aware that in

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2 that New Jersey proposes would also
3 greatly increase the likelihood that the
4 allegiance of certain fans will be turned
5 from team players and high-level athletic
6 competition toward an interest first and
7 foremost in winning a bet.

8 A. That was not correctly read, just
9 for the record.

10 Q. Shall I read it again? Why don't I
11 read it again.

12 A. You can read it but that was not
13 correct. It says "will be turned from teams,
14 players," not "team players."

15 Q. Okay. Let me withdraw the question
16 and restate it then.

17 In paragraph 6 on page 3 of your
18 declaration, you state that:

19 "The new sports gambling scheme
20 that New Jersey proposes would also
21 greatly increase the likelihood that the
22 allegiance of certain fans will be turned
23 from teams, players, and high-level
24 athletic competition, toward an interest
25 first and foremost in winning a bet."

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2 What support do you have for that
3 statement, Commissioner?

4 A. I think that's common sense.

5 Q. And common sense in what way?

6 MR. MISHKIN: Object to the form of
7 the question.

8 A. I only know one with common sense
9 but --

10 Q. Thomas Payne?

11 When you say common sense, connect
12 the dots for me, Commissioner, what do you
13 mean by common sense?

14 A. If you're making a bet, you're
15 making a bet on a particular outcome, that's
16 what your interest is. Right?

17 Q. And that's the common sense?

18 A. It may not be commons sense to you
19 but it is to me.

20 Q. No, I'm not questioning that,
21 Commissioner. I'm just trying to understand
22 it. So has the NFL conducted, again, any
23 studies, empirical analysis or focus groups to
24 support this assertion?

25 A. We don't do studies on common

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2 sense. We make that analysis. We think we
3 have enough experience that we understand
4 this.

5 Q. Okay. Commissioner, so that I'm
6 sure I understand this, though, is it the
7 NFL's position that if a spectator -- withdraw
8 the question.

9 Is it the NFL's position that a
10 fan, an NFL fan, that bets on an NFL game
11 loses its allegiance to the team that it
12 supports?

13 A. Well, there's conflicting
14 statements in there. Is your support for
15 the -- what he's betting on or what he's
16 looking for as an outcome?

17 Q. Well, let me break it down. That's
18 fair, Commissioner. Let me break it down.

19 So you have a fan, let's say that
20 it is a 49er fan and they've placed a bet on a
21 game. And is it the NFL's position that a fan
22 betting on a game will eliminate that fan's
23 allegiance to their team?

24 A. Let me state it the way I would
25 tell you.

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2 Q. Okay.

3 A. Because if you're a 49er fan, we
4 want you rooting for the 49ers to win, not win
5 by a certain number of points, not to lose but
6 I win my bet. We want you rooting for that
7 team to win.

8 Q. Could I be rooting to have my team
9 win, my 49ers win and also win my bet at the
10 same time?

11 A. That's a hypothetical but of
12 course. If you -- if your bet is simply that
13 my team's going to win and you want your team
14 to win, those are consistent.

15 Q. Let me ask you this hypothetical
16 then, Commissioner. If given the size of the
17 illegal gambling market in the United States
18 there are a lot of NFL fans that are betting
19 on NFL games, is it your position that those
20 bettors don't have an allegiance to a team?

21 A. I can't answer that question.

22 Q. I think we're almost done with your
23 declaration but let's go -- let's do this,
24 Commissioner. We've been going for more than
25 an hour. I only have a paragraph or two more

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2 gambling, thereby allowing casino
3 operators and other sports betting
4 operations to trade unfairly on the NFL's
5 goodwill and image of fairness."

6 So my question is: What evidence do
7 you have to support the statement that state
8 sponsorship of sports gambling threatens to
9 confuse fans into believing that the NFL
10 supports sports gambling?

11 A. This is why I was trying to use the
12 example before about licensing and
13 sponsorship. People want to associate
14 themselves with the NFL without paying for it
15 and without having any association because
16 that's how they ambush, that's how they get
17 that association. And this is an example of
18 it.

19 If you are allowed to have sports
20 gambling at any one of your facilities,
21 whether they be casinos or -- they will say
22 that the NFL -- you can come here and gamble
23 on the NFL. That will appear to the consumer,
24 the average consumer, that we are sponsoring
25 that. That is not in our best interest of the

1 - R. GOODELL -

2 National Football League.

3 Q. Well, there's nothing that prevents
4 the NFL from making it very clear that it
5 doesn't support gambling, correct?

6 A. So I have to spend money to now
7 tell the consumers exactly what you're trying
8 to get?

9 Q. Well, sports wagering, let's put
10 it, is permitted in Las Vegas, correct?

11 A. Yes.

12 Q. Do you have any evidence that
13 consumers believe that the NFL supports sports
14 wagering because it's legal in Las Vegas?

15 A. We don't have a team there. We are
16 very open about our position with respect to
17 gambling, and we have to work every day to try
18 to do that. If it is now expanded to another
19 state and then potentially other states beyond
20 that, it is very difficult to beat that.

21 Q. But as we sit here today, the NFL
22 has successfully made it clear that even
23 though sports wagering is legal in Las Vegas,
24 the NFL does not support sports wagering,
25 correct?

1 - R. GOODELL -

2 A. I can't say that with every
3 consumer. That's an ongoing battle. That's
4 what we're fighting. We're fighting to make
5 sure people don't see that association. I
6 can't tell you that every consumer in the
7 United States doesn't see it the way you're
8 proposing. There very well may be consumers
9 that believe that. That's why we have to work
10 every day to make sure they understand that is
11 not our position.

12 Q. Commissioner, what is your basis
13 for believing that fans do think that State-
14 sponsored sports wagering means that the NFL
15 supports sports wagering?

16 A. Again, because you will use that
17 association if it's permissible. If it's the
18 law, you will use that to attract people into
19 your facilities to bet on our games. That
20 will try to drive an association. That's what
21 people do. In the other instance when I was
22 describing the other commercial agreements,
23 that's what they try to do.

24 Q. So if I understand the concern,
25 Commissioner, it's that some fans may think